User-Generated Mobile Services for Health and Fitness

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Abstract
The ITEA2 research project uService is building a framework to enable end users to create small, sharply focused mobile services directly on the mobile device. By this, end users are no longer only consumers of mobile services but also producers and providers, so-called ‘mobile super prosumers’. In the project, the scenario ‘uRun’ serves as an application example for the uService framework in the field of health and fitness mobile applications. The goal is to provide a mobile assistant for runners, for the times before, during and after a run. In this article, we present our survey results on experienced runners’ expectations on beneficial mobile services. We then describe how end users can create mobile services in

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the running application domain by means of the uService framework and explain the envisioned business models.